MC225-2

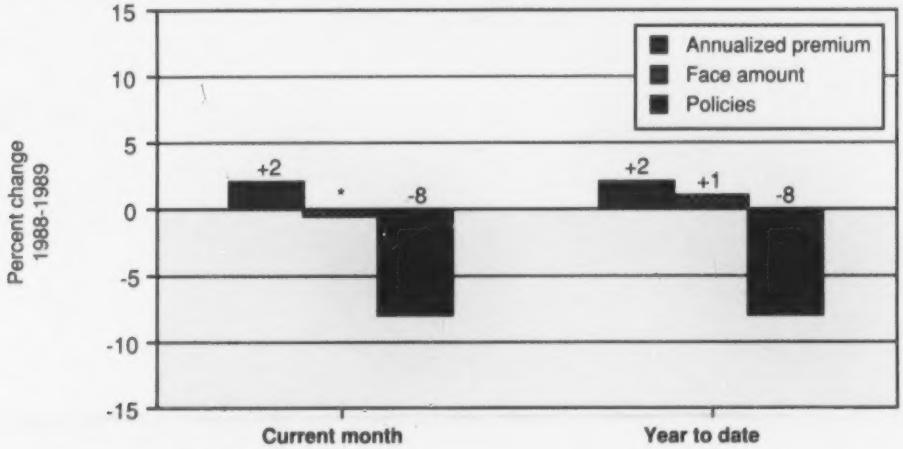
I/R Code 47.40

October 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Individual Sales

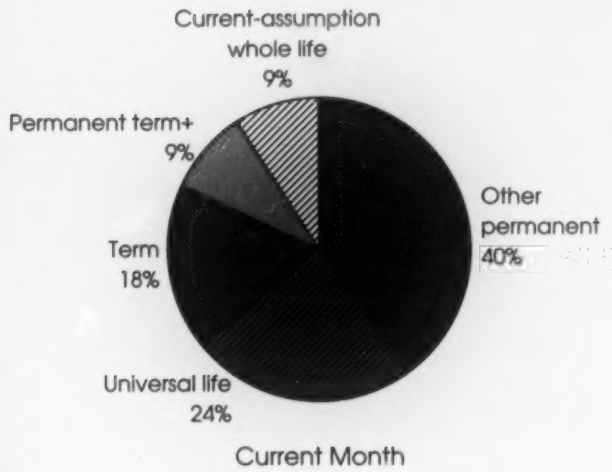
37 Companies



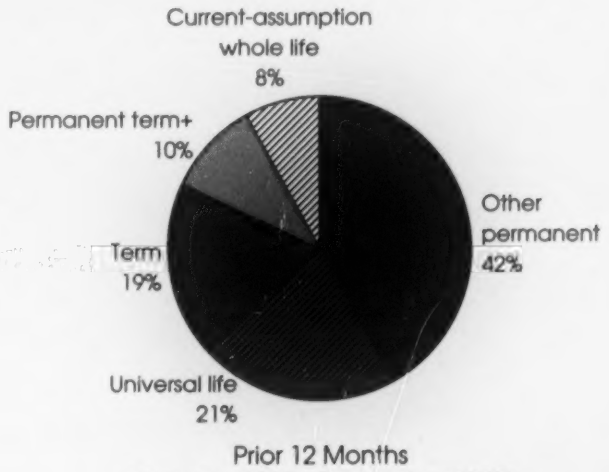
*Less than 1/2 of -1 percent

Annualized Premium Market Share by Product

26 Companies Representing 80 Percent of October Sales



Current Month



Prior 12 Months
(October 1988 - September 1989)

+Estimate based on 16 companies

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Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	103%	99%	104%
	Year to date	110%	107%	104%
Universal life (20 cos.)	Month	119%	115%	106%
	Year to date	112%	109%	101%
Current-assumption whole life (12 cos.)	Month	105%	84%	87%
	Year to date	94%	76%	79%
All other permanent (21 cos.)	Month	87%	85%	78%
	Year to date	88%	81%	79%

Policy Characteristics by Product

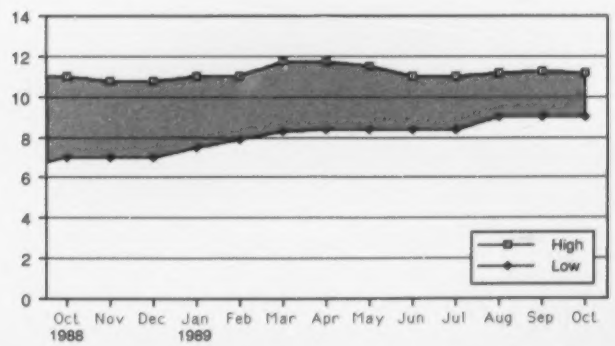
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.69	$146,987	$ 542
	Year to date	$ 3.68	$152,601	$ 562
	Year-to-date ratio	103%	102%	106%
Universal life (20 cos.)	Month	$ 8.85	$ 97,857	$ 866
	Year to date	$ 9.17	$ 95,330	$ 874
	Year-to-date ratio	102%	108%	110%
Current-assumption whole life (12 cos.)	Month	$ 8.39	$ 41,324	$ 347
	Year to date	$ 8.22	$ 40,314	$ 332
	Year-to-date ratio	123%	96%	119%
All other permanent (21 cos.)	Month	$11.14	$ 50,596	$ 564
	Year to date	$11.25	$ 51,387	$ 578
	Year-to-date ratio	109%	103%	112%

Universal Life

Interest Rates This Month

Median	10.0%
Range	9.0% - 11.2%
Range of middle 50%	9.5% - 10.2%
Number of companies reporting	16
Number of plans reported	37
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	29
Increases	3
Average increase	0.3%
Decreases	5
Average decrease	0.4%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	1	1	2	4
11% – 20%	2	2	0	4
1% – 10%	5	3	5	13
-9% – 0	2	4	3	9
-19% – -10%	0	1	1	2
-20% or under	0	3	2	5

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 35,941	$ 35,414	99%	$ 5,288,957	$ 5,234,135	99%	64,864	59,910	92%
February	44,324	43,494	98	6,476,266	6,654,759	103	84,384	75,782	90
March	49,816	48,133	97	7,354,328	7,004,115	95	93,311	80,974	87
April	43,084	46,092	107	6,467,890	6,798,811	105	82,193	79,229	96
May	45,740	49,901	109	6,981,893	7,431,548	106	88,788	85,168	96
June	51,352	53,748	105	7,657,396	7,813,946	102	92,670	85,836	93
July	42,647	43,429	102	6,162,113	6,323,538	103	72,537	68,235	94
August	38,775	40,946	106	5,722,121	5,906,726	103	68,299	62,792	92
September	47,088	44,061	94	6,888,591	6,400,279	93	88,661	75,061	85
October	47,926	48,962	102	7,081,362	7,076,786	100	88,918	81,930	92
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,580			$81,863,922			1,004,171		
Year to date	$446,693	$454,180	102%	$66,080,917	$66,644,643	101%	824,625	754,917	92%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.80	$ 6.77	100%	$ 81,539	$ 87,367	107%	$ 554	$ 591	107%
February	6.84	6.54	96	76,748	87,815	114	525	574	109
March	6.77	6.87	101	78,815	86,498	110	534	594	111
April	6.66	6.78	102	78,691	85,812	109	524	582	111
May	6.55	6.71	102	78,636	87,258	111	515	586	114
June	6.71	6.88	103	82,631	91,033	110	554	626	113
July	6.92	6.87	99	84,951	92,673	109	588	636	108
August	6.78	6.93	102	83,780	94,068	112	568	652	115
September	6.84	6.88	101	77,696	85,268	110	531	587	111
October	6.77	6.92	102	79,639	86,376	108	539	598	111
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.77			$ 81,524			$ 552		
Year to date	$ 6.76	$ 6.81	101%	$ 80,135	$ 88,281	110%	$ 542	$ 602	111%

October Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 28,782	$ 30,565	$ 3,864,954	$ 4,216,912	54,781	53,881
	Year to date	$259,728	$271,400	$34,814,802	$36,941,629	495,048	463,368
Group II	Month	$ 14,288	$ 13,555	$ 2,330,610	$ 2,065,795	24,063	20,101
	Year to date	$141,679	$136,500	$23,093,756	$21,878,833	240,820	212,777
Group III	Month	$ 4,856	$ 4,842	$ 885,798	$ 794,079	10,074	7,948
	Year to date	$ 45,286	$ 46,280	$ 8,172,359	$ 7,824,181	88,757	78,772

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus four subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Joy I. Hansen, Project Director
Raymond H. Hinchcliffe
Diane M. Couture
—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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October 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

This supplement shows enhancement policy and permanent term (term to 100) data for companies able to report data separately. Enhancements are included in the "all other permanent" category and permanent term is included in the "term" category in the report. Sales of these two products are published separately on a quarterly basis.

Quarterly Sales of Enhancements and Permanent Term

Enhancement Sales for 8 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
First quarter	$ 14,656	$ 13,004	89 %	$ 2,008,066	$ 1,796,440	89 %	25,355	22,212	88 %
Second quarter	16,650	15,102	91	2,260,338	2,097,657	93	29,243	26,224	90
Third quarter	15,138	14,136	93	1,965,518	1,896,538	96	23,629	22,044	93
Fourth quarter	14,770			1,940,261			23,814		
Year total	$ 61,214			$ 8,174,183			102,041		
Year to date	$ 46,444	$ 42,242	91 %	$ 6,233,922	$ 5,790,635	93 %	78,227	70,480	90 %

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
First quarter	$ 7.30	$ 7.24	99 %	$ 79,198	$ 80,877	102 %	$ 578	$ 585	101 %
Second quarter	7.37	7.20	98	77,295	79,990	103	569	576	101
Third quarter	7.70	7.45	97	83,182	86,034	103	641	641	100
Fourth quarter	7.61			81,476			620		
Year total	$ 7.49			$ 80,107			$ 600		
Year to date	$ 7.45	$ 7.29	98 %	$ 79,690	$ 82,160	103 %	$ 594	$ 599	101 %

Enhancements as a Percent of Sales for 8 Companies

Annualized premium		Face amount		Number of policies	
Total 1988	Jan.- Sept. 1989	Total 1988	Jan.- Sept. 1989	Total 1988	Jan.- Sept. 1989
30%	28%	29%	27%	25%	26%

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Permanent Term Sales for 19 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
First quarter	$ 6,242	$ 8,848	142 %	$ 1,030,969	$ 1,442,870	140 %	11,330	15,791	139 %
Second quarter	8,147	10,795	133	1,310,647	1,799,838	137	14,230	19,369	136
Third quarter	8,847	10,502	119	1,337,864	1,577,422	118	14,258	16,276	114
Fourth quarter	10,415			1,613,687			16,483		
Year total	$ 33,651			$ 5,293,167			56,301		
Year to date	$ 23,236	$ 30,145	130 %	$ 3,679,480	$ 4,820,130	131 %	39,818	51,436	129 %

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
First quarter	$ 6.05	$ 6.13	101 %	$ 90,995	$ 91,373	100 %	$ 551	$ 560	102 %
Second quarter	6.22	6.00	96	92,104	92,924	101	573	557	97
Third quarter	6.61	6.66	101	93,833	96,917	103	620	645	104
Fourth quarter	6.45			97,900			632		
Year total	$ 6.36			$ 94,016			$ 598		
Year to date	$ 6.32	$ 6.25	99 %	$ 92,407	$ 93,711	101 %	$ 584	$ 586	100 %

Permanent Term as a Percent of Sales for 19 Companies

Annualized premium		Face amount		Number of policies	
Total 1988	Jan.- Sept. 1989	Total 1988	Jan.- Sept. 1989	Total 1988	Jan.- Sept. 1989
13%	16%	12%	15%	11%	15%

Contributing Companies

Assurance-Vie Desjardins*
COLONIA Life*
Commercial Union Life of Canada*
Equitable Life of Canada*†
Financial Life of Canada*
Great-West Life*†
Industrial-Alliance Life*†
La Laurentienne*†
London Life†
Manufacturers Life*†
Maritime Life (Canada)*
Metropolitan Life*
(includes Metropolitan Life of Canada)
New York Life*
(includes New York Life of Canada)
North American Life (Canada)*
Prudential of England†
(includes Prudential Life of England)
Royal Life (Canada)*
La Sauvegarde*
Seaboard Life*
Sun Life of Canada†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
L'Union-Vie*
Zurich Life of Canada*

† Company provides enhancement data
* Company provides permanent term data